



# focus on Construction

NEWSFLASH FROM CONSTRUCTION TECHNIQUE No 28 -Nov 18 , 2011

## Your weekly update

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Welcome to issue no 28 of Focus on Construction. In this week's issue we give you more info about the P&S Masterclass, the Silent Demolition Days of Construction Tools, a report of Nico's visit to India and the Regional Event of Portable Energy in Goa. Enjoy the reading!

## P&S Masterclass 2011

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This year's (CRS/MRS) **P&S Masterclass** took place in Nashik (module 1) and in Märsta (module 2) and found – again – a successful continuation of the training. The Masterclass program gives a holistic view of what it takes to give excellent service to customers, and to be “First in mind”.

The Masterclass, supported by lecturers from Vlerick Management School and Atlas Copco Group, aims to take the participants from an operational to a strategic level. Consequently the program is built on cornerstones like marketing and territory management, finance, service concepts and service products, organization and people management.

The participants also get tools on how to both disassemble and assemble a service offering and they have a project assignment that consists of putting together a business plan and balanced scorecards. This year's assignment referred to strategic aspects as “**Feet on the Street**” and the assignment recommendations will be presented to the CRS Management within the next few days.



The 2011 Masterclass graduates are: Danila Praporchikov (Poland), Keith Engelman (USA), Ulf Jonsson (Sweden), Waldemar Lalik (Poland) and Venkatesan Chandrakumar (Nigeria).

## Silent Demolition Tools launch event in Germany

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Construction Tools Division introduced the latest developments in Bulk Pulverizers, Combi Cutters, MultiGrapples and rig-mounted compactors this week to an audience of 20 Business Line Managers from Europe and the United States.

### Participants in front of the new range of hydraulic bulk pulverizers



**Silent Demolition Tools** like cutters, pulverizers and grapples are made for demanding demolition jobs. And there is a lot to do: based on an average service life of structures of 50-70 years, experts predict a drastic increase in demolition waste in the first 30 years of this century. Sorting and recycling will soon be an obligation since the EU directive on waste management sets a recycling quota of 70% for construction and demolition waste by 2020. With landfill costs rising, recycling building materials has become a profitable business.

Future demands in terms of design and development of the products and customer approach have been discussed and agreed. Most important result: Silent Demolition Tools convince through demonstration on customer's jobsites. All Customer Centers got a target for product demonstrations throughout the year 2012.

## Nico's visit to CC India

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Business Area President Nico Delvaux continues to visit customers and colleagues from all parts of the world. On one of his recent trips he visited CC India where customer-distributor interaction was a key focus. He was accompanied by Atlas Copco CMT General Manager Sanjay Ahuja.

After Nico completed his visit to Nasik, he travelled to Pune and met the Business Line Managers Nitin Lall (Construction Tools), K Vasudevan (Road Construction) and Vinay Jain (Portable Energy) who made extensive presentations on the status of current business, market trends and looked at the future of construction business in India.



Next day Nico had a flight to Chennai where customer and distributor meetings were lined up. His first visit was to Larsen & Toubro Ltd, one of the biggest engineering & construction conglomerates of India. The team met Mr S.N. Subrahmanyan – Executive Vice President (Construction) & Mr T.S Sunderasan – Vice President and Head (Supply Chain Mgmt). The major topic of discussion was on the Indian construction scenario which was struggling to surge ahead amidst various setbacks and the problems associated with land acquisition and environmental issues. Mr. Subrahmanyan expressed a great satisfaction in associating with Atlas Copco at their various projects.

The team then visited Advanced Construction Technologies, the biggest CTO Distributor for India who is also a pioneer as Silent demolition contractor. Mr Mohan Ramanathan (MD) & Mr Siddarth (Director) explained their business profile, their growth over the past 5 years in the markets of Tamil Nadu and Kerala and also the importance & synergy between Atlas Copco and their other dealerships like Volvo.

The next visit was to a road contractor, Dodla Engineering. Mr.D. Subba Reddy (Managing Director) expressed his delight over Dynapac CA250, having used all other brands of road equipment. He said that he did not mind paying a premium for a quality product backed up by excellent service support. He was hoping to get two new road jobs and would invite the Dynapac team for discussions on new purchases.

The final customer visit for the day was Dalmia Cement. The company is one of the prime cement producers in South India using 6 HB5800 for primary breaking of limestone. Explaining the cement sector of India, Mr. T. Venkatesan – Deputy Managing Director & Mr. V. Karthikeyan – Sr. General Manager (Mines) conveyed that they were pleased by Atlas Copco's Annual Maintenance Contract capping for breakers since 2005, which has resulted in >90% availability for the equipment and that they would add another unit to their fleet shortly.



Nico could squeeze some time in the evening to visit the newly inaugurated Chennai Regional Office. He was greeted by the entire Chennai team. Understanding the high potential & strong presence of Atlas Copco in this region, Nico put forth his desire to increase the hydraulic breakers market share from the current 38% (AC & CP

brand) to 50% and recognised the big potential that still exists for future profitable growth in all product segments

## Regional event Portable Energy India

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On November 7-9 **Portable Energy Africa, Middle East & Central Asia** held their customer event in India and 185 visitors from 21 countries arrived in Goa. During the two-day event, the customers received information on the new business area and new divisional name. They were introduced to the “five pillars” concept (compressors, generators, light towers, pumps and used equipment) and the “six segments” concept.



On the first night, the customers and employees got an opportunity to meet and greet against the backdrop of an "Indian Village" theme. All the guests were provided kurti (Indian shirt) and Indian scarf/stole on arrival. The gathering looked very colorful. On the second day of the event, the concept of five pillars along with the new divisional name was launched during the plenary session in the morning. This was followed by workshop sessions that were managed by the product managers. During the workshop sessions new innovations were explained to the customers in more detail.

The day ended with a gala dinner with scintillating performance and fusion music.

Looking back at the event, everybody was very happy with the results and the feedback received. We generated a lot of interest amongst the customers with the impressive range of products on display

## Launch and information material at your fingertips

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Below you will find links to material that will help you communicate news of the launch internally and externally.

The material is stored in the Construction Technique Quickr portal, a database that is available to all employees of Construction Technique. Here you will find:

- [Press release template for the trade press](#)
- [Letter templates for information to customers, distributors, and suppliers](#)
- [Article for internal newsletters, etc.](#)
- [Website updates](#)
- [And much more material to come](#)

The Construction Technique Quickr portal:

<https://acquickr.atlascopco.com/constructiontechnique>

Username: construction

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